Adult Education Agency (Fictional) Sample Communication Plan

Introduction

This *Adult Education Agency Communication Plan* begins and ends with the following premise: The success of the [State's] economy will be determined ultimately by the strength and quality of its workforce and the ability of employers to fill their need for skilled labor; the Adult Education Agency, through its adult education programs in [State], is well positioned and qualified to help prepare this workforce. The purpose of this *Adult Education Agency Communication Plan* is to provide a roadmap that will enable the Adult Education Agency to reach the Department of Economic Development as a potential partner. The aerospace industry has proven to be a high-growth area in the state, and, therefore, the Adult Education Agency seeks to promote the resources and services it provides that foster adult learners' technology and math skills development. The Adult Education Agency, through the local providers, can prepare qualified workers to meet current aerospace industry needs, and entice additional aerospace companies to locate in this region, both of which align with the Department of Economic Development's mission to fuel economic growth in the state. Establishing a strong relationship with the Department of Economic Development will enable the Adult Education Agency to improve connections to the local aerospace companies and increase skill development and job placement of adult education learners.

Program Goal

Improve the strength and quality of the state workforce and the ability of employers to fill their need for skilled labor through the adult education system.

Communication Goals

1. Build a partnership with key decision makers within the Department of Economic Development.
2. Expand employer-driven partnerships to increase the education and training focus on critical in-demand occupations in the aerospace industry.
3. Build upon current partnership with the Technical Community College System to develop a pipeline for students.

Objectives

1. By the end of the first quarter, demonstrate to the Department of Economic Development that partnerships with the Adult Education Agency are beneficial in connecting the Department with students who are prepared for employment opportunities.
2. By the end of the second quarter, increase United Technologies and Boeing's knowledge of Adult Education Agency programs.
3. By the end of the second quarter, develop an articulation agreement and an MOU with the Technical Community College System.

Audience Description

Audience A: Department of Economic Development

Values and Concerns:

- Increase economic growth in the region through innovation.
- Improve economic capacity of individuals, communities, and industries.
- Increase regional collaborations to bring in-demand jobs to the region.

Audience B: Industry-related employers

Values and Concerns:

- Locate skilled workers.
- Connect to partners who can provide training for potential skilled workers.

Audience C: Technical Community Colleges

Values and Concerns:

- Increase graduation rates.
- Increase employment rates.

Core Messages

Audience A: Department of Economic Development

- Adult education focuses on education and training to build technology and math skills that are important to supporting high growth areas, such as aerospace engineering employment opportunities in our state.

- Adult education provides a platform to connect adult learners and industries to offer workplace classes with co-enrollment in adult education programs at the local community college.

- Adult education can provide learning opportunities to adult learners for other high growth industries, thus improving our state's economic development.

Audience B: Industry-related employers

- Adult education contributes to the aerospace workforce through education and training that build technology and math skills that are important to supporting this business currently and growing the business in the future.

- Adult education provides a platform to connect industries with qualified and skilled adult learners.

- Adult education provides instructional expertise to align workplace instruction with industry competencies.

- Research shows that teaching which combines literacy in a work-related context is effective in increasing both literacy and work-specific knowledge and skills.

Audience C: Technical Community College System

- Adult education focuses on education and training to build technology and math skills that are important to supporting high growth areas, such as aerospace engineering employment opportunities in the state.

- Adult education provides a platform to connect adult learners and industries to offer workplace classes with co-enrollment in adult education programs at the local community college.

- Adult education under WIOA can fund combined basic skills and workforce training through co-enrollment.

- Title II funds can help leverage additional funds for such instruction from business and the labor department.

- Research shows that teaching combined literacy in a work-related skills context is effective.

Strategies for Reaching Audience

Audience A: Department of Economic Development

- Identify and reach out to key stakeholders in the Department of Economic Development.

- Establish and conduct in-person "pitches" and working meetings.

- Develop visuals, such as infographics, showing adult education successes, to show value and provide efficient delivery of the message.

Audience B: Industry-related Employers

- Identify and reach out to leaders in Boeing and United Technologies workforce development, human resources, or workplace classrooms.

- Establish and conduct in-person "pitches" and working meetings.

- Develop visuals, such as infographics, showing adult education successes, to show value and provide efficient delivery of the message.

- Add these companies to our quarterly e-newsletter distribution list.

Audience C: Technical Community Colleges

- Develop visuals, such as infographics, showing adult education successes that will support their enrollment rates.

- Conduct working meetings and strategic planning sessions with the Technical Community Colleges system leadership to discuss how using collaborative funding mechanisms will increase their funding sources

Action Planning *(Fill out a chart for each objective)*

Objective 1: By the end of the first quarter, demonstrate to the Department of Economic Development that partnerships with the Adult Education Agency are beneficial in connecting them with students who are prepared for employment opportunities.

Audience *List audience relevant to this objective.*	Relevant Data Points *List relevant data points to support the message.*	Communication Channel(s) *List channel(s) or method(s) appropriate for each audience.*	Materials *List materials appropriate for the communication channel and audience.*	Resources Needed *List resources needed to develop and disseminate messages and materials.*	Due Dates/ Milestones *List due dates or key milestones. Consider internal and external factors. A full timeline also can be helpful to record the overall activities; see sample below.*	Responsible Person(s) *List team member(s) responsible for carrying out the activities that will accomplish this objective.*
Department of Economic Development	• # of enrolled adult learners in math/technology/ engineering course at community college.	• Interpersonal channels: colleagues, partners, e-mail • Group channels: professional meetings, in-person meetings	• Email • Infographic • Data • PowerPoint presentation • One-pager • Talking points	• Data sources • Talking points • Contact information	3 months for implementation • January 1 • February 15 • March 1	• [TBD]

Evaluation Measure(s): *List or describe what will be measured and how. These should align with your objectives and be realistic based on your audience and the communication channel(s) you have chosen.*

- Scheduled meeting with [person or job title] at Department of Economic Development.
- Number and types of materials developed and disseminated to key stakeholders at Department of Economic Development, including email, one-pager, infographic, and PowerPoint presentation.
- Agreement to partner with our Adult Education Agency.

Objective 1: By the end of the first quarter, demonstrate to the Department of Economic Development that partnerships with the Adult Education Agency are beneficial in connecting them with students who are prepared for employment opportunities.		
Action Steps: *Based on each factor presented above, list specific action steps and deadlines to meet the objective.*	**Date:** *Identify dates to accomplish each action step.*	**Person Responsible:** *Identify the person(s) responsible for completing the action step.*
Develop email messages and talking points to be used to reach key stakeholders at Department of Economic Development.	**January 1**	**TBD**
Reach out to [person or job title] at Department of Economic Development; schedule in-person meeting.	**February 15**	**TBD**
Define strategic opportunities with Department of Economic Development; include in statewide combined Adult Education plan.	**March 1**	**TBD**
Other notes:		

Objective 2: By the end of the second quarter, increase United Technologies' and Boeing's knowledge of Adult Education Agency programs.

Audience List audience relevant to this objective.	Relevant Data Points List relevant data points to support the message.	Communication Channel(s) List channel(s) or method(s) appropriate for each audience.	Materials List materials appropriate for the communication channel and audience.	Resources Needed List resources needed to develop and disseminate messages and materials.	Due Dates/ Milestones List due dates or key milestones. Consider internal and external factors. A full timeline also can be helpful to record the overall activities; see sample below.	Responsible Person(s) List team member(s) responsible for carrying out the activities that will accomplish this objective.
• Boeing • United Technologies	• # of enrolled adult learners in math/technology/ engineering course at community college.	• Interpersonal channels: colleagues, partners, e-mail • Group channels: professional meetings, in-person meetings	• Email • Infographic • Data • PowerPoint presentation • One-pager • Talking points	• Data sources • Talking points • Contact information	6 months for implementation • January 5 • February 20 • March 10 • April 30 • May 30	• [TBD]

Evaluation Measure(s): *List or describe what will be measured and how. These should align with your objectives and be realistic based on your audience and the communication channel(s) you have chosen.*

- Scheduled meeting with identified companies.
- Number and types of materials developed and disseminated to key business partners, including email, one-pager, infographic, and PowerPoint presentation.
- Agreement to partner with our Adult Education Agency.

Objective 2: By the end of the second quarter, increase United Technologies' and Boeing's knowledge of Adult Education Agency programs.		
Action Steps: *Based on each factor presented above, list specific action steps and deadlines to meet the objective.*	**Date:** *Identify dates to accomplish each action step.*	**Person Responsible:** *Identify the person(s) responsible for completing the action step.*
Develop email messages and talking points to be used to reach key stakeholders at identified companies.	**February 20**	**TBD**
Reach out to identified stakeholders at identified companies; schedule in-person meeting.	**March 10**	**TBD**
Define strategic opportunities with identified companies; include in [State] Adult Education plan.	**April 30**	**TBD**
Other Notes:		

Objective 3: By the end of the second quarter, develop an articulation agreement and an MOU with the Technical Community College system.

Audience *List audience relevant to this objective.*	Relevant Data Points *List relevant data points to support the message.*	Communication Channel(s) *List channel(s) or method(s) appropriate for each audience.*	Materials *List materials appropriate for the communication channel and audience.*	Resources Needed *List resources needed to develop and disseminate messages and materials.*	Due Dates/ Milestones *List due dates or key milestones. Consider internal and external factors. A full timeline also can be helpful to record the overall activities; see sample below.*	Responsible Person(s) *List team member(s) responsible for carrying out the activities that will accomplish this objective.*
• Technical Colleges	• Math scores • Graduation rates	• E-mail • In-person meetings	• Articulation agreement • MOU	• Policy guidance	• May 30 • State plans	• TBD

Evaluation Measure(s): *List or describe what will be measured and how. These should align with your objectives and be realistic based on your audience and the communication channel(s) you have chosen.*

• Signed and counter-signed MOUs from each identified partner.

Action Steps: *Based on each factor presented above, list specific action steps and deadlines to meet the objective.*	Date: *Identify dates to accomplish each action step.*	Person Responsible: *Identify the person(s) responsible for completing the action step.*
Develop articulation agreement.	**May 30**	**TBD**
Develop MOU	**May 30**	**TBD**

Objective 3: By the end of the second quarter, develop an articulation agreement and an MOU with the Technical Community College system.

Other Notes:

Timeline *(This is another sample of a timeline planner; use whatever works best for you.)*

	[Year]											
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.
Objective 1												
Activity 1												
Activity 2												
Objective 2												
Activity 3												
Activity 4												
Objective 3												
Activity 5												